

Research Assessment #1

Date: 03 September 2021

Subject: The Fashion Industry

MLA citation:

Steele, Valerie and Major, John S.. "Fashion industry". Encyclopedia Britannica, 23 Oct. 2020, <https://www.britannica.com/art/fashion-industry>. Accessed 1 September 2021.

Assessment:

During my sophomore year of high school, I developed a newfound fascination for Fashion Marketing and Merchandising. Since my childhood, fashion has always been a momentous interest of mine. Before taking the Fashion Marketing class offered at Frisco High School, I never realized how intriguing the business side of fashion was. I have yet to identify which element of fashion most interests me, so I decided that analyzing an article that highlights the various facets of the fashion industry as a whole would be beneficial and appropriate for my first research assessment. The quantity of new knowledge I acquired about the many sectors of fashion while reading and analyzing Valerie Steele's article "Fashion industry" astonished me.

The article delves into the specifics of the fashion industry, including its key sectors, global fashion, and the fashion system (Steele 1). While reading the article, I was almost immediately curious as to how the author would define fashion. My past

experience with fashion has led me to believe that everyone describes it in their own unique manner. For instance, personally, fashion is a means of creatively expressing one's genuine personality via apparel and accessories, while other fashion enthusiasts may have an entirely different concept of it. In the article, fashion is simply defined as “the style or styles of clothing and accessories worn at any given time by groups of people” (Steele 1).

When the idea of the fashion industry comes to mind, I envision everything that goes into it, both high fashion and mass fashion. I see models strutting down the runways of Paris and New York draped in intricate designs, as well as casual streetwear marketed in malls and retailers like H&M and Hollister. Since the fashion industry involves the design, production, distribution, marketing, retailing, advertising, and promotion of all forms of clothing, both high and mass fashion fall under the same category (Steele 1). The author also states that the larger phrase "fashion industries" is sometimes used to refer to the variety of businesses that employ millions of people worldwide (Steele 1).

Prior to reading this article, I had little understanding of the economic considerations of fashion production. Despite the fact that the fashion industry evolved in Europe and America, it is now a worldwide and highly globalized sector, with apparel being created in one country, produced in another, and distributed in a third (Steele 2). An example given by the author is that an American fashion brand may buy

fabric in China, have the garments produced in Vietnam, polished in Italy, and delivered to a warehouse in the United States for distribution to retail outlets worldwide (Steele 2). When I read this, I began to reflect on my wardrobe throughout the years and realized that the majority of it was manufactured in countries all over the world. I also discovered that, despite the fact that the fashion industry has traditionally been one of the greatest employers in the United States, employment has dropped significantly as production has progressively migrated elsewhere, particularly to China. I also came to realize that most of the clothing I have owned since childhood had the “Made in China” tag on it. I've always noticed it, but I've never taken the time to research why China is one of the most prevalent areas where our everyday items are manufactured.

A major section of this article focused on elaborating in depth about the fashion industry's key sectors. Textile design and production, or the creation of raw materials, is the first stage of fashion discussed by the author (Steele 2). I've always been fascinated by textiles and varying material, but this article enhanced my knowledge of the subject. The most significant thing I learnt from this section of the article is the variety of job titles available in the fashion textile business. Fashion forecasters and textile manufacturers were two that stood out to me the most. As I am on a quest to discover what I would like to pursue in the fashion industry, reading about occupations that are new to me was definitely eye-opening. I instantly began researching these two occupations and thoroughly enjoyed everything I read. Fashion forecasters focus

on predicting upcoming trends in fashion while textile manufacturers produce a variety of fabrics (Steele 3). I'm so thrilled that I now comprehend what fashion forecasting is since it fascinates me and could potentially be what I focus on in the future. I love how the occupation is centered on a constantly changing phenomenon in the world of fashion: trends. It intrigues me how flexible the job is and how it completely depends on one's opinions. The third level of fashion, fashion retailing, marketing, and merchandising, also captivated me (Steele 6). The process of controlling the flow of items from the initial selection of designs to be created to the presentation of products to retail consumers is known as fashion marketing (Steele 6). I learned that the objective of fashion marketing is to maximize a company's sales and profits (Steele 7). Taking the fashion marketing class last year really opened my eyes to the many aspects of business there is to fashion. I learned many things about retailing, marketing, and merchandising throughout the course, which this article allowed me to enhance and review.

Overall, reading this article provided me with a wealth of information on the key sectors of fashion, global fashion, and the fashion system. I also learned about new employment prospects in the fashion industry that I had never heard of before, which was really delightful as that was one of my goals for reading this article. My prime objective for my first research assessment was to get a deeper grasp of the many facets of the fashion industry while also identifying what interests me the most, which

is precisely what I discovered after completing this evaluation. Although I still have a lot of exploring to do, this article definitely helped me narrow my focus. As I conduct interviews with professionals who can answer my uncertainties, I hope to develop greater confidence in my knowledge and interest in the field.